

WELCOME: REGION JÖNKÖPING



Highly attractive.

Welcome to a faster, smarter and more accessible region. Always open to influence and change. Always ready to radically adapt business, education and community services to meet new needs. Creative energy triggering change and influencing others with ideas and solutions. We know how to build a sustainable society that offers scope for involvement and outlet for creative energy.

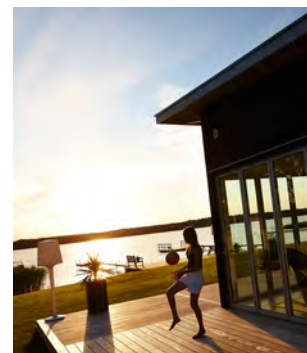
Region Jönköping in the centre of southern Scandinavia, has a population of 341,000, making it the sixth largest region in Sweden. Our 13 municipalities work collaboratively to create solid ground for personal and business growth. Everyone should be able to enjoy a good living environment.

Life here should be uncomplicated, inspiring and safe.

The engine driving the development of society is a strong, private business sector. Our region has a long history of small enterprises and the business community is characterised by its spirit of cooperation, innovation,

endurance and often a large dose of courage. Our region is home to the famous Gnosjö spirit which is not limited to one district but is very much present throughout the region.

We welcome your ideas too.



Photos: Patrik Svedberg



Region Jönköping
SMÅLAND | SWEDEN

■ ELMIA



Photo: Smålandbilder

THE ELMIA EXHIBITION CENTRE in Jönköping plays an active role as a central venue for people and businesses who want to exhibit their ideas, products and services or are looking for new ones. An expo centre is an ideal place for eye-to-eye discussions, meetings and negotiations. It's far easier to understand and appreciate products when you can touch and hold them.

Every year, Elmia hosts numerous trade fairs. The two largest are Elmia Subcontractor and the forestry trade fair Elmia Wood. Elmia Caravan and Camper Show and the Custom Motor Show are among the largest consumer exhibitions held at the centre. Elmia attracts trade and public visitors all year round. When are you coming?

■ MUNICIPALITIES

REGION JÖNKÖPING lies at the heart of Scandinavia. Its 13 municipal districts are home to 341,000 people. This makes us the sixth largest region in Sweden.

MUNICIPALITIES BY SIZE
(population 31 dec. 2013)

| | |
|-----------|---------|
| Jönköping | 130,798 |
| Värnamo | 33,155 |
| Nässjö | 29,516 |
| Gislaved | 28,713 |
| Vetlanda | 26,419 |
| Tranås | 18,197 |
| Eksjö | 16,464 |
| Vaggeryd | 13,209 |
| Sävsjö | 10,969 |
| Habo | 10,975 |
| Gnosjö | 9,406 |
| Mullsjö | 7,039 |
| Aneby | 6,375 |
| Total | 341,235 |

(Source: Statistics Sweden SCB)



Photo: Patrik Svedberg

A strong business community creates a stable job market

A stable job market with a good balance between different employment categories and between private and public operations is critical to the well-being and development of individuals and society. Private enterprise is very active in our region.

The drive to start and grow a business goes back many



generations. It makes the business community highly flexible and open to change.

REGION JÖNKÖPING has one of the lowest unemployment

figures and one of the lowest rates of illness-related absenteeism in Sweden. It has a high percentage of newly-established companies and the number of jobs in manufacturing industries is well above the national average.

The demand for skilled labour in both private and public sectors is also expected to increase in the future. The region will need more people with good ideas – even more than we have today. You're welcome to join us.

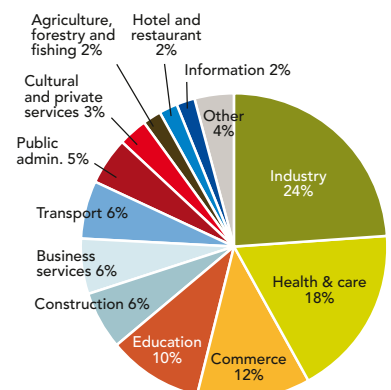
■ BUSINESS COMMUNITY

Region Jönköping has one of the highest employment levels in the country. A significant proportion of the population works in manufacturing, with metal, plastics and wood processing topping the list.

| | No. companies | Workplace | No. employed |
|----------------------------|---------------|---------------|----------------|
| Private company | 34,268 | 35,851 | 122,398 |
| of which small businesses* | 33,970 | 35,505 | 82,758 |
| Agriculture | 5,540 | 5,547 | 6,019 |
| Public sector | 148 | 1619 | 56,017 |
| Total | 39,956 | 43,017 | 184,434 |

*Small businesses: 0-49 employees

(Source: Swedish Federation of Business Owners; Statistics Sweden SCB 2012)



Masses of potential energy

Region Jönköping has a unique location in the centre of Sweden and Scandinavia. Our region forms a natural point of juncture between the main city regions of Stockholm, Gothenburg and Malmö.

The roads, railways and airport in the region make this an excellent location for logistics solutions for the whole world. It is the perfect starting point and meeting place for people and goods. 80% of Sweden's population lives within a radius of 350 kilometres and the Norwegian, Danish and Finnish markets are just a few hours away. It's what we call potential energy.



JÖNKÖPING UNIVERSITY



Photo: Patrik Svedberg

JÖNKÖPING UNIVERSITY has a unique partnership with the local business community and employment market in general. Employers involved in knowledge exchange with the university provide opportunities for project work, trainee positions, visits and mentorship.

Students are encouraged to undertake entrepreneurial activities to develop business ideas and create new and important companies in the region. Many of these small business seeds grow in the region's various Science Parks which are committed to nurturing early-stage businesses with growth ambitions.

About 90% of the students at Jönköping International Business School study abroad at some stage of their studies. This far exceeds the national average of 17%.

Surveys show that the students at Jönköping University are consistently amongst those who most quickly gain employment after graduation.

Jönköping University's programmes and research activities are conducted at:

- School of Health Sciences
- School of Education and Communication
- School of Engineering
- Jönköping International Business School

FACTS ABOUT JÖNKÖPING UNIVERSITY (2010)

| | |
|--------------------------|--------|
| Students | 10,000 |
| Students studying abroad | 481 |
| International students | 1,500 |
| Employees | 1106 |
| Postgraduates | 174 |
| Professors | 52 |
| Partner universities | 350 |

(Source: Jönköping University)

COMMUNICATIONS

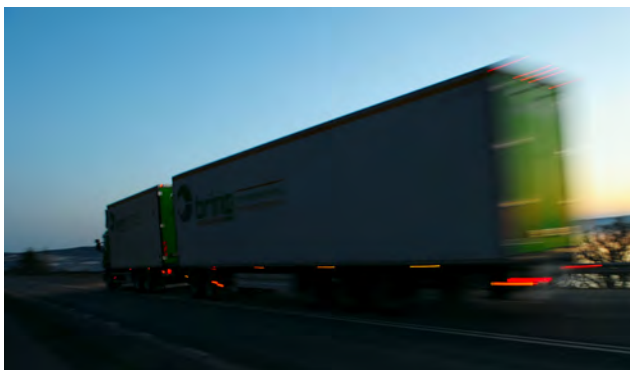


Photo: LogPoint, Mats Andersson

MANY MAJOR commercial businesses have decided to centre their logistics operations in the region. And many manufacturing companies establish new facilities here to be close to their markets, consultancies and suppliers.



Photo: Smålandsbilder

INVESTMENT IN rail is becoming increasingly important to reduce the amount of heavy traffic on roads and emissions of greenhouse gases. The intermodal terminals at Båramo, Torsvik and Nässjö will then become key hubs. These allow for efficient transfer of goods between rail and other modes of transport.

The region is also pushing for a Government decision to invest in high-speed rail links between Stockholm, Helsingborg and Gothenburg. Jönköping, the central city in the region, would become one of the rail hubs.

PLACES TO VISIT

EVEN THE SMALLEST tourist attraction can be a first-class experience.

Region Jönköping has many top-rate attractions of all sizes. Here is a selection of known places worth visiting;

- Elmia, Jönköping
- Gränna/Visingö
- Gunillaberg, Bottnaryd
- Vandalorum, Värnamo
- Store Mosse National Park
- High Chaparral
- Eksjö, timber town
- Gold panning, Ädelfors
- Skurugata, Eksjö
- Isaberg ski and recreation area

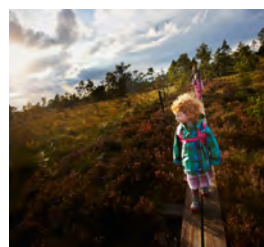


Photo: Patrik Svedberg

Store Mosse National Park is the largest marshland in southern Sweden.

Welcome to this special place that we are proud to call home

Region Jönköping, in northern Småland, is not one place. It's more like 341,000 places – which is the number of people who live here, all in the comfort of home surroundings and all with their own favourite places. Add to that just as many aspirations, dreams and opportunities. There is much to be said for the location, countryside and the unique entrepreneurial environment. A district with a cultural heritage and a history of bringing enterprising souls together.

About 14% of the region, which has an area of just over 10,000 km², is covered by water. There are no less than 2,300 lakes in the region. Topographically, the countryside is characterised by the south Swedish highlands and vast areas of forest land.

It's easy to find a balance in daily life in these surroundings – to bridge the gap between work and the rest of life.

For whatever reason you decide to come – you're welcome!



Photo: Patrik Svobberg

Facts about Region Jönköping

| | |
|--|--|
| County since: 1687 | Highest point: Tomtabacken, 377 m above sea level. |
| Number of inhabitants: approx. 341,000 | Public roads: approx. 6,800 km |
| Area: 10,475 km ² | Railways: approx. 650 km |
| Number of municipalities: 13 | Private workplaces: 30.3 per 1,000 inhabitants |
| Water area: 14% of the total area | Regional capital: Jönköping |
| Number of lakes: approx. 2,300 | County Governor: Mino Akhtarzand |